

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lynn Gordon		05/11/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Chronicle Books LLC		
Street Address:	680 Second Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2939328	52	
Registration Number:	2939327	52	
CORRESPONDENCE DATA			
Fax Number:	(888)763-1157		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-643-6482		
Email:	john_sullivan@sbcglobal.net		
Correspondent Name:	John J. Sullivan		
Address Line 1:	17 Liberty Street		
Address Line 4:	San Francisco, CALIFORNIA 94110		
ATTORNEY DOCKET NUMBER:	CHRONBKS:LGORDONASSIGN		
NAME OF SUBMITTER:	John J. Sullivan		
Signature:	/John J. Sullivan/		
Date:	10/05/2010		

OP \$65.00 2939328

Total Attachments: 1

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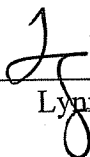
WHEREAS Lynn Gordon, a US citizen ("Assignor"), is the owner of the following trademark and the associated United States Patent and Trademark Office registrations:

MARK	INT'L CLASS	U.S. REG. NO.
52	16	2,939,328
52 (stylized)	16	2,939,327

WHEREAS concurrently with this assignment, Chronicle Books LLC, a Delaware limited liability company with a principal place of business at 680 Second Street, San Francisco, California 94107 ("Assignee"), is acquiring the portion of Assignor's business associated with the above-identified trademark (the "Mark") and desires to acquire the Mark and associated goodwill;

NOW THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of her rights, title and interest in and to the Mark together with the United States Patent and Trademark Office registrations of the Mark and the goodwill of the business symbolized by the Mark.

Effective as of April 1, 2010.



Lynn Gordon